



KSYB Challenge 3

Who Do You Serve?

WORK SHEET



Begin to break down the group of people you will like to serve.

1. What niche do you work in/want to work in?

2. What group of people are you most drawn to or do you want to work with?- Target Audience

3. Who do you or will you really enjoy working with -Ideal Client/Ideal Customer (IC).

Think in terms of

- Gender
- Age range
- Education Level
- Marital Status
- Children and if yes, how many and what ages
- Where do they live
- Where do they socialize
- What do they look like
- What are their biggest fears
- What do they need the most
- Where do they work



- Have they used your type of product/services before
- How much money do you think they can spend on your product or services
- How often will they need your products or services